

West Valley City, Utah

Utah Cultural Celebration Center

RDA (TIF) Site



Project Description

West Valley City is seeking a developer for the "Marketplace" component of the Utah Cultural Celebration Center. The project is planned to include retail, restaurant, and office uses..

The Center currently consists of a 74,000 square foot Arts and Heritage Hall which accommodates classes, exhibits, performances, and social gatherings year round. In addition the Center includes an outdoor amphitheater with seating for 1,200, and a fifteen acre festival grounds.

This 11.5-acre project is in close proximity to the International Airport and downtown Salt Lake City. The property may be purchased or leased from the West Valley City Redevelopment Agency.

The Marketplace site has 700 feet of frontage on that thoroughfare. Daily traffic count exceeds 40,000 cars.

Surrounding developments include a 13-acre commercial/ residential mixed use project directly across the area's main commercial thoroughfare: 3300 South Street.

There are approximately 200 ethnic businesses within a 2-mile radius of the site. Businesses include restaurants, grocery stores, gift shops, clothing stores, home furnishings, and professional services.

Population	2005	120,000
	1990	87,343

People within a	
20-minute commute	998,000

Ethnicity—five mile ring

Population	307,000
Hispanic	20.9%
Asian/Pacific Islander	5.8%
Black	1.4%
American Indian	1.4%

Proximity

Intersected by I-215	
I-80 within two miles	
I-15 within two miles	
Downtown Salt Lake City	10 minutes

Demographics (As of Nov.2004)

Median Household Income	\$ 48,000
Median Home Price	\$144,000

Quality of Life

E Center arena	10,500 seats
Hale Centre Theater	550 seats
City golf courses	2
Fitness Center	96,000 SF
Community parks	238 acres
Jordan River Parkway	
Nearby ski areas	8
Nearby campgrounds	5
Valley Fair Mall	600k SF
Restaurants	146
Hotel rooms	600

Major Private Sector Businesses

Discover Financial Services	2,750
United Parcel Service	1,704
Verizon Wireless	1,580
Wal-Mart	1,177
Zion's Bank	1,102
Intermountain Health Care	1,100
Six Continents Hotels	756
Wheeler Machinery	596
CR England	559
Ingenix, Inc.	500

Retail Sales

Citywide in 2004	\$1.45B
Increase over prior year	11.6%

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